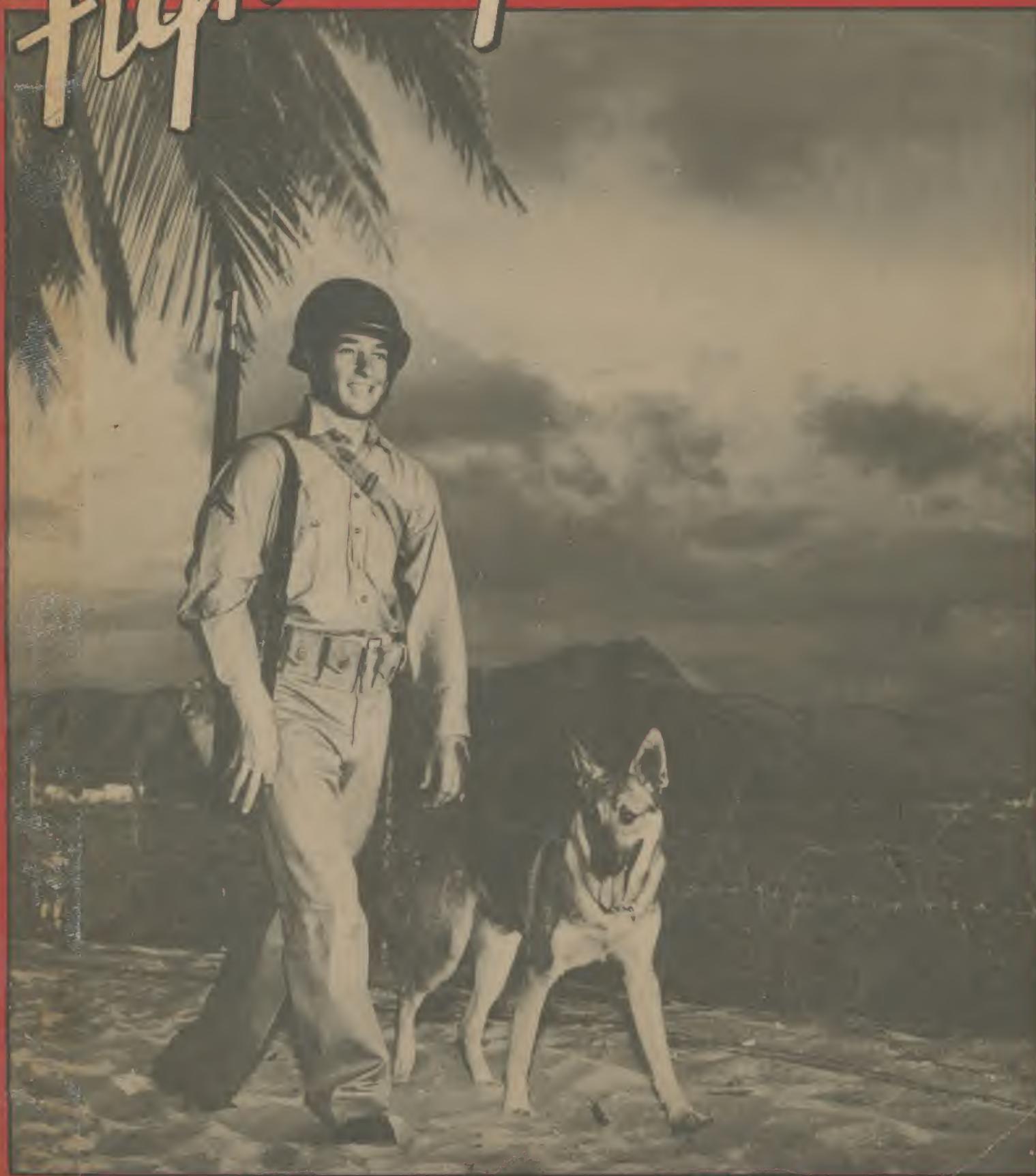


Fighting HAWAII



\$1.00



FIGHTING HAWAII: 301 Stangenwald Bldg., Honolulu, Hawaii. U. S. A. David Dessau, Editor and Publisher; Dolly Hudson Dessau, Business Manager. One dollar a copy. Printed in the United States of America. Copyright, 1943, by David Dessau.

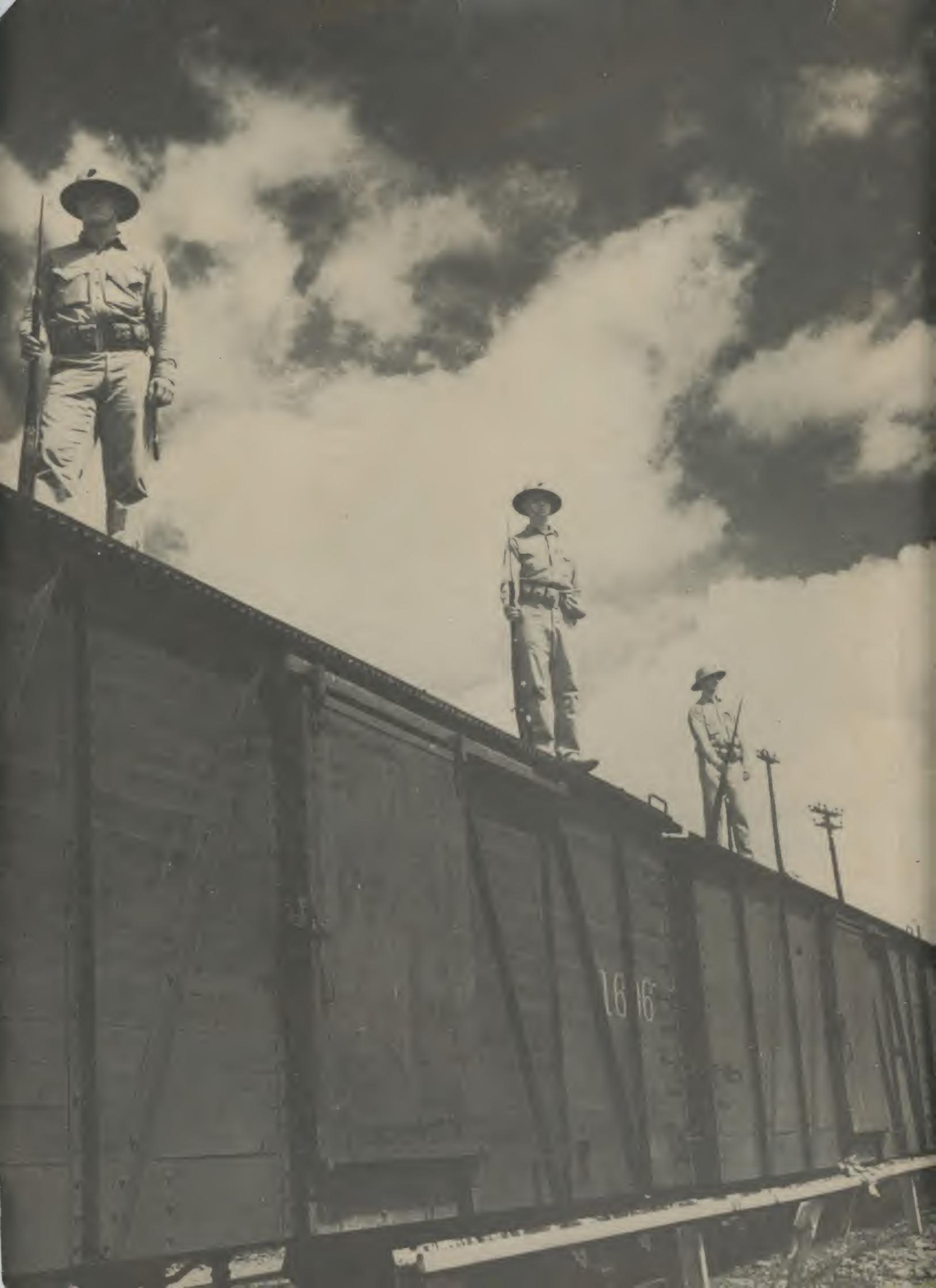
Land
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HAWAII The Road To Victory

As the world-wide conflict turns from the defensive to the offensive for the United Nations, the Hawaiian Islands begin to take on a new hope for the free peoples of the world. It is only now being realized that Japan is likely to survive its European partners and will continue to fight alone until faced with victory or complete annihilation. That the burden of defeating Japan will fall on the United States and that the Hawaiian Islands will necessarily play a dominant role is now recognized.

The year following Japan's attack on Oahu was spent in making these islands impregnable.

The great battle of Midway proved that these precautions were not taken in vain, that Japan did intend to occupy these islands and was willing to pay a terrible price in men and ships. To date, the civilian population in Hawaii has been quite calm in the face of earth-shattering events taking place in the South Pacific, but as this area grows in importance, as the wounded make their way back to Hawaii and the death lists increase, Hawaii will fully awaken to the fact that their beautiful islands are the real starting point for victory—that the eyes and hopes of the United Nations are focused on them.





THE U.S. MARINES

First to Land . . .

First to Fight . . .

The Marine in Hawaii, like the American Marine all over the world, believes himself to be the greatest fighting man in the world, and in action it is up to him to prove it—which he does. He has heard his corps called "The fightin'est men on earth, and the neatest," and because this has been said of the Marine, he lives up to it. He also never forgets the old saying, "A Marine never surrenders."

It is this pride in his corps that makes the Marine great in battle; he knows the history of the Marine Corps from its earliest inception to the present day and trains and prepares himself to uphold this tradition. The Marine's bible is his gun, he lives for and by this weapon and the results show, for the Marine Corps has won fifteen of the thirty-one national rifle matches and has never lost a title when its best shots were available for competition. He is a crack shot and a thorough soldier in the roughest going, and knows it—and when the chips are down he proves his point.

Knowing his organization through and through, the Marine revels in stories like the one told of Captain Lloyd W. Williams who on arriving to relieve a French outfit in France just as the order to retreat was given, said, "Retreat, hell, we just got here," following which they went on to victory. The Marine accepts as gospel truth, the slogan credited to the famous correspondent Richard Harding Davis, "The Marines have landed and the situation is well in hand."



Marine toughens up punching the bag.—Official U. S. Marine photograph.

These two Marines appear to be enjoying their Petty collection.—Official U. S. Marine photograph.





Not Queen's—but it will have to do.—Official U. S. Marine photograph.

Two husky Marines take their first look at Honolulu.

Two modern warriors look up to a grand old fighter.—
Official U. S. Marine photograph.





Nothing is as eagerly looked forward to as the mail, by these U. S. Marines.—
Official U. S. Marine photograph.

A lei of ammunition—for the Japs.—Official U. S. Marine photograph.



ARMY





Torn but still waving proudly is this American flag at Hickam Field, December 7, 1941. In the background can be seen the burning buildings struck by Japanese bombs.—Photograph by Private P. E. Pelkey.

Coming "over the hump" after an all night hike; members of an infantry regiment are shown on the way back to their barracks.





A tough tanker signals to his tank platoon, while on tactical practice maneuvers on Oahu. Constantly on the go over jungle trails and pineapple fields, the island tankers are tough seasoned veterans.

Two members of a regiment intelligence section are shown passing on a telephone message received from the front, during one of their recent maneuvers.





HAWAII'S WAR DOGS

It is not surprising that man should call upon his best friend when most in need—in time of war. Dogs since time immemorial have been man's best friend, have been known to make the supreme sacrifice both in defense of their masters and through heartbreak through the loss or disappearance of their loved friend.

While dogs have been commercially used by man for thousands of years, it was not until the German military machine first put the dog to military use that their true value as an army unit was appreciated.

The Germans used German Shepherds and Doberman-Pinscher breeds almost exclusively for army use, but America is now utilizing many of the smaller breeds. America is late in its dog training program—but not too late; we are training dogs on a large scale and the results are already gratifying.

Mr. Harold Castle, well known Hawaiian dog authority, has been placed in charge of the War Dog Training center here on Oahu for the purpose of training dogs for the Hawaiian Department, which includes the line islands, "down under." Mr. Elliot Humphrey, trainer of the famous "Seeing Eye Dogs," is in charge of training the dogs.

Dogs trained here on Oahu have already proved themselves of military value in battles in the Solomon Islands. Being used as a forerunner for scouting parties and often succeeding in locating snipers and uncovering Japanese positions long before human beings are able to learn of their presence.

1. Our fighting dog friend goes looking for the enemy.
2. The enemy is sighted and the fight begins.
3. Our canine fighter puts up a terrific struggle, proving himself a dangerous foe.
4. The results show what terrific damage our faithful friends are capable of inflicting.





Lean, tough and confident this Army Private has packed his equipment over most of the Oahu trails. He represents the type of soldier being trained in Hawaii.



The native dancers find an interested audience whenever they entertain the local soldiers. The boys are well behaved and vociferous applauders.

Shown below are two members of a bicycle-borne intelligence platoon, an integral part of the Army activities here on Oahu.



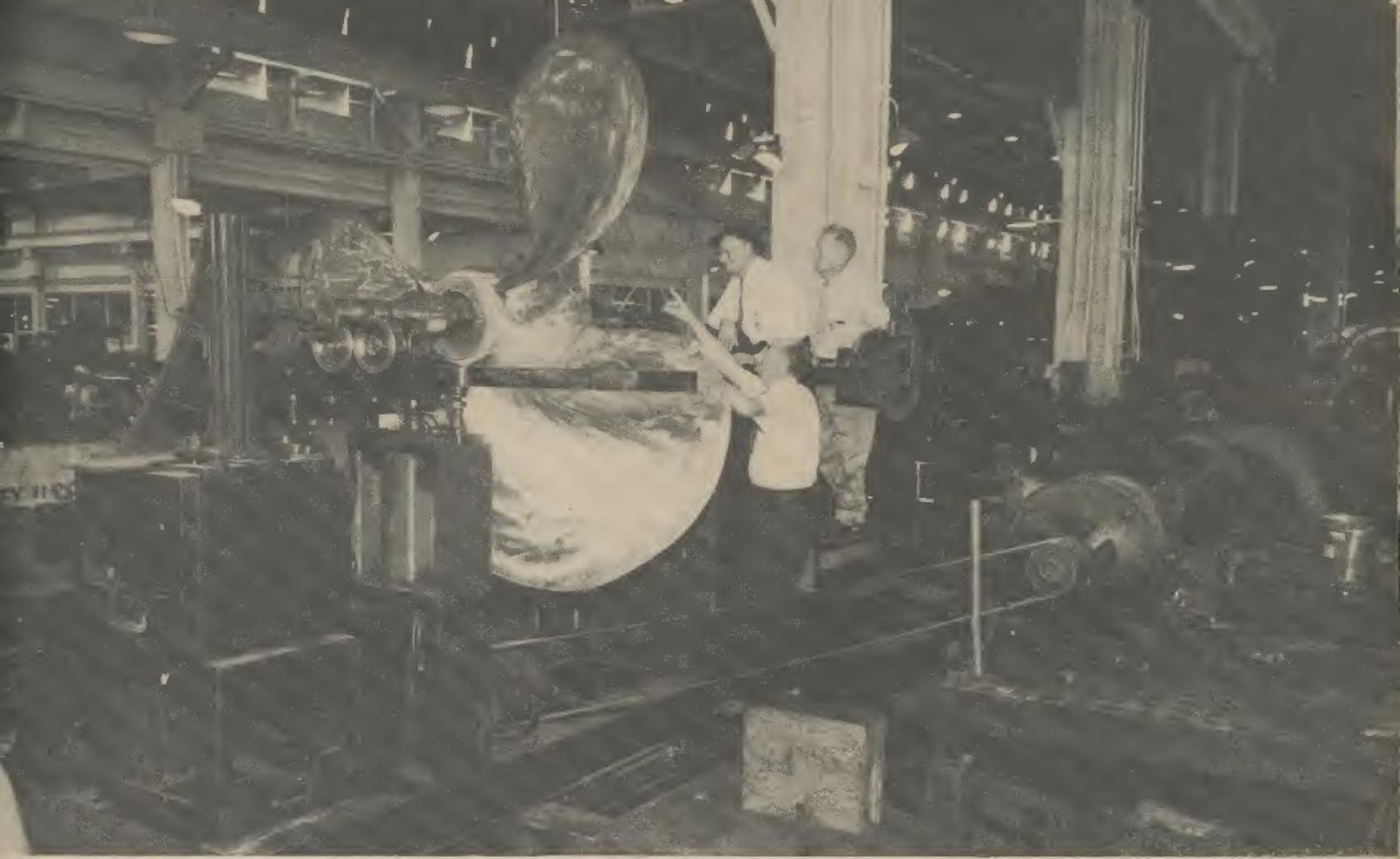
WAR WORKERS



PEARL HARBOR

NAVY YARD

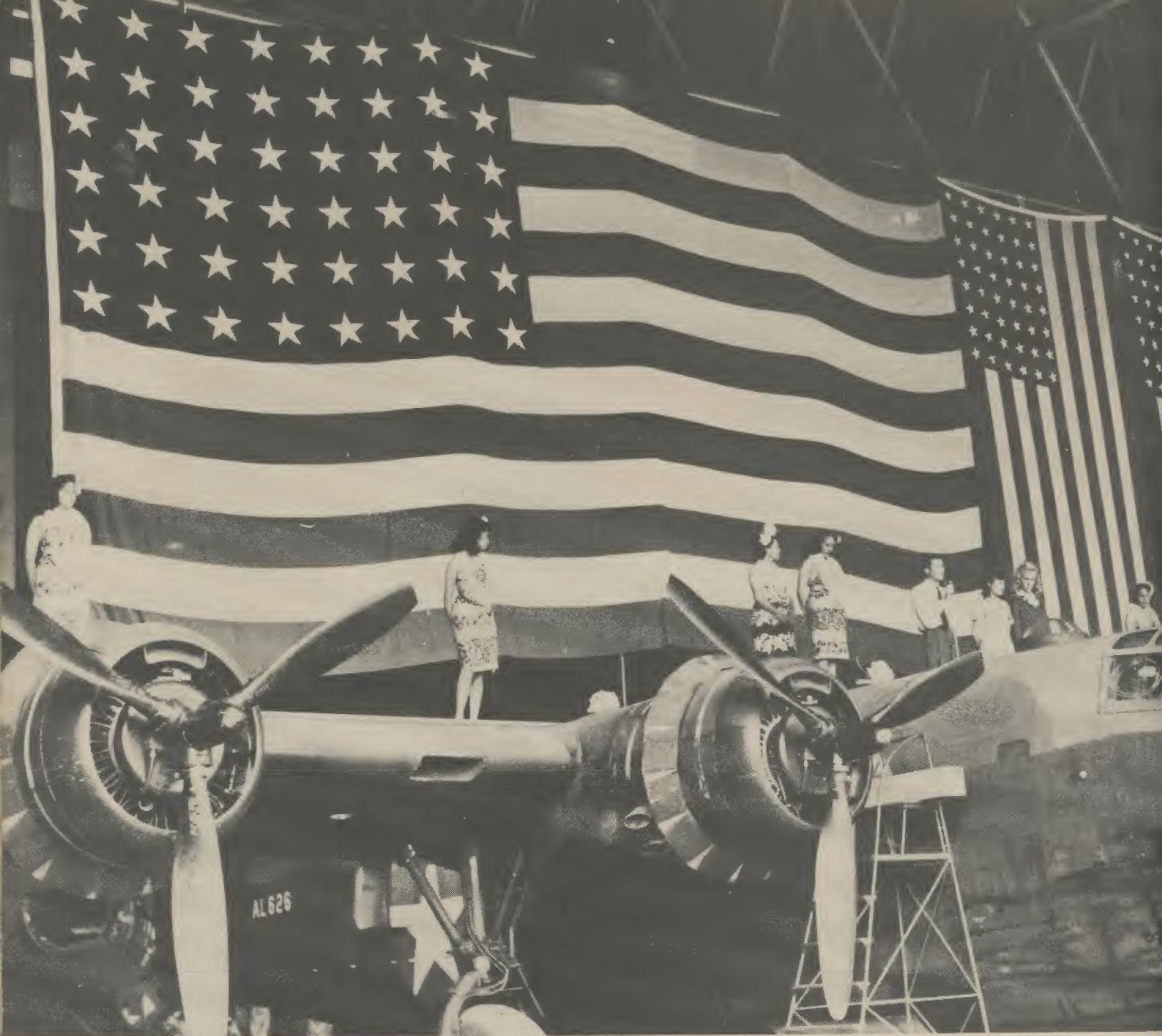




Each shining blade of a propeller must balance to the ounce. Ships vibrate if the propellers don't balance. These Navy yard machinists supervising, are all experts.—Official U. S. Navy photograph.

A few of the boys from Cold Storage look as though they were ready for the Arctic instead of Hawaii.—Official U. S. Navy photograph.





HAD GIVES \$52,000 TO BUY WAR PLANE

Last August employees of the Hawaiian Air Depot pledged \$50,000 to purchase a war plane for the United States Air Forces. Four months later, \$52,000 had been raised and the check sent to Washington. This money was not loaned to the government and had nothing to do with War Bonds. It was an outright gift from the air depot employees to the Army Air Forces, representing about 10 percent of every employee's monthly salary.

The plane, a late model fighter, was formally turned over to Major General Willis H. Hale during a presentation ceremony held at the air depot.



Colonel Harry G. Montgomery explains the new map to Colonel Russell L. Williamson, left; Laurence J. Kelley and Captain William E. Zuerner.

HAD mechanics get busy on a plane needed on one of the fighting fronts.



WAIKIKI'S SMARTEST SHOP

A lovely collection of gifts and apparel with Hawaii as their chief inspiration — originality as their key note.

CREATOR of the original hibiscus hand-blocked blouses for sport and dress wear.

HOSTESS CLOTHES

Lavish dinner pajamas

Breakfast negligee ensembles

Dressing gowns in exotic designs of Hawaiian flowers

PAUL JONES

Fine Hawaiian perfumes

316
Lewers Street
(Opposite
Gump's)

Eloy Mercer
Gifts
HONOLULU

A DAY WITH CHRISTINE

Christine Sierens is a typical civil service employee, working for the Hawaiian Air Depot and living with her sailor husband in the Naval Housing, one of Uncle Sam's low-cost housing projects.

Christine's day starts early, for she must be at work by seven-thirty, finishing at four. Her spare time is spent largely in cleaning house and washing, leaving remarkably little time for recreation. Her apartment, located many miles from Honolulu, makes it a rare occasion when she and her seldom-seen husband get into town for dinner and a movie. Life is mostly work with very little play for Christine.

She is 21, blonde, pretty and a hard worker. Sees nothing odd about her work and feels that she is merely doing her bit. Her husband, an Aviation Metalsmith First Class, is away a good part of the time, leaving Christine to spend the evenings with her girl friend. *Photographs by Dick Wall.*

Christine has breakfast in her comfortable kitchen with a girl friend before starting the day.

Like many women today, Christine is rapidly learning to handle mechanical equipment.

Working on a bomber that has caused the Japs as much damage as the one pictured, is a pleasure according to Christine.





Checking out with the boys at the end of the day.



Christine and friend play a few Eddie Duchin records in the evening before retiring.



"HELLO MOM!"

You can call the home folks in any state of the Union through Mutual Telephone Company's Trans-Pacific radio telephone service.



It will be to your advantage to make arrangements for your calls as far in advance as possible. The war traffic load is heavy both locally and on mainland telephone lines.

•
Mutual Telephone Company
1128 Alakea Street

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HULA SKIRTS AND LAUHALA PURSES

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1013 Fort St., near King
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WAIKIKI

2325 Kalakaua Ave.
Next to Royal Hawaiian Hotel

Hawaiian Air Depot Form Own Army



Captain Moore instructing an HADVC member in the finer points of machine gun firing.



Well trained and eager to fight if necessary.



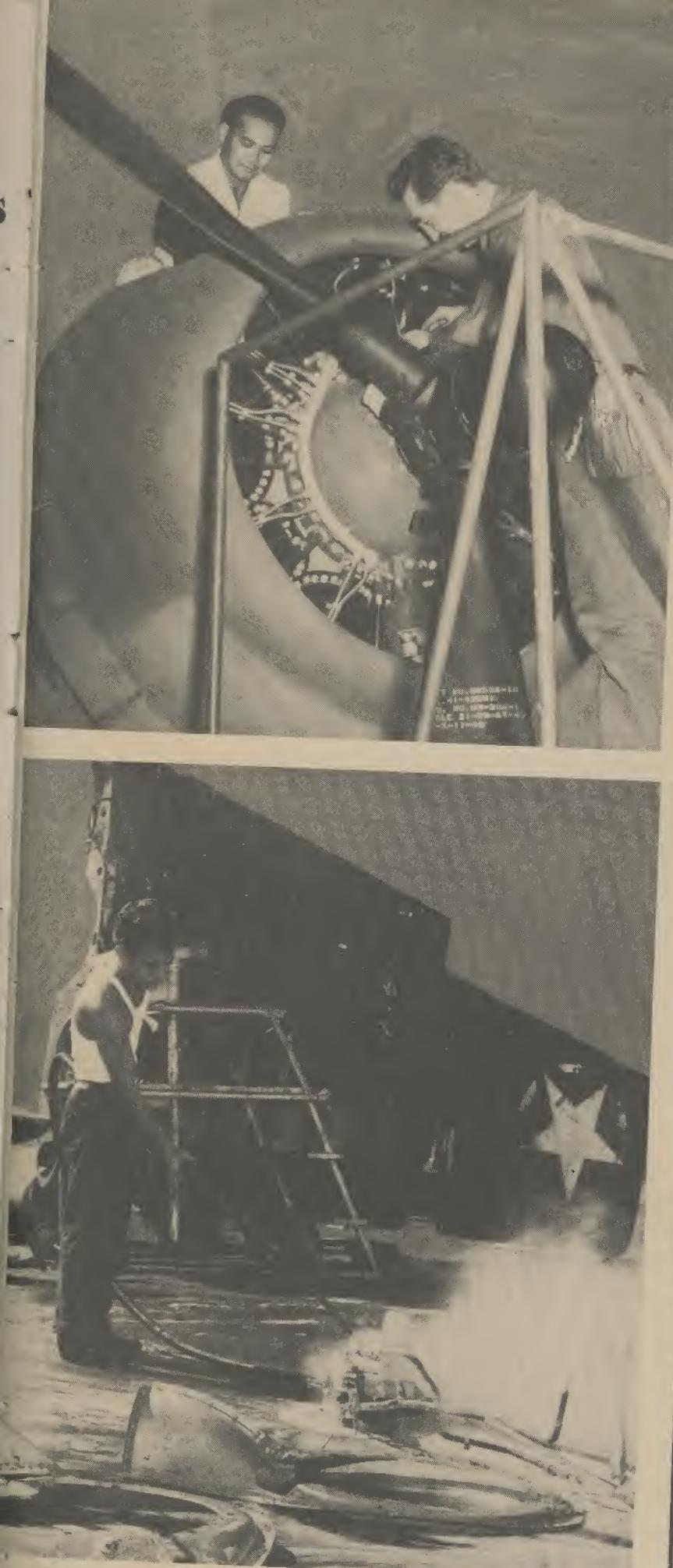
The boys are well equipped and ready for action.

HAD was not the first to form a defense corps in the Territory, but it was one of the first individual organizations to form their own army and now have one of the best trained and equipped of the civilian corps now in Hawaii. Under the personal tutelage of Major Robert Moore, of the regular army, this new regiment of civilians is both young and enthusiastic, fine qualities for fighting men. Starting off with a rigid training schedule of six days weekly, the regiment has now schooled and selected its non-commissioned and commissioned officers, and has officially been sworn in by General Emmons.

Being well equipped and properly trained this group will make a good showing if ever put to the test under fire. Many of its members were here on Hickam Field the day of the Japanese attack and have not forgotten. They have an old score to settle.



On the firing line.



Two local mechanics recheck an engine (above). Cleaning dirty and battered parts is also an important function of repairing airplanes.

We Are Proud



We are proud to play our part—small as it is, in furnishing our fighting men with a measure of pleasure on their days of leave—Our sailors, soldiers, fliers and marines are always more than welcome at Maggie's . . . where sailors like to gather.

BUY WAR BONDS

MAGGIE'S INN
ALA MOANA—OPPOSITE DRY DOCK



Lovely Lingerie

Glamorous gowns and negligee sets, demure nighties, simple but sprightly slips are a part of the Chinese Bazaar's collection of lovely lingerie.

The Chinese Bazaar is an ideal place for the service man to do his gift shopping. We offer a large range of prices with gifts for men and women.

BUT FIRST --- BUY BONDS

CHINESE BAZAAR
NUUANU AND PAUAHI

PHONE 3329

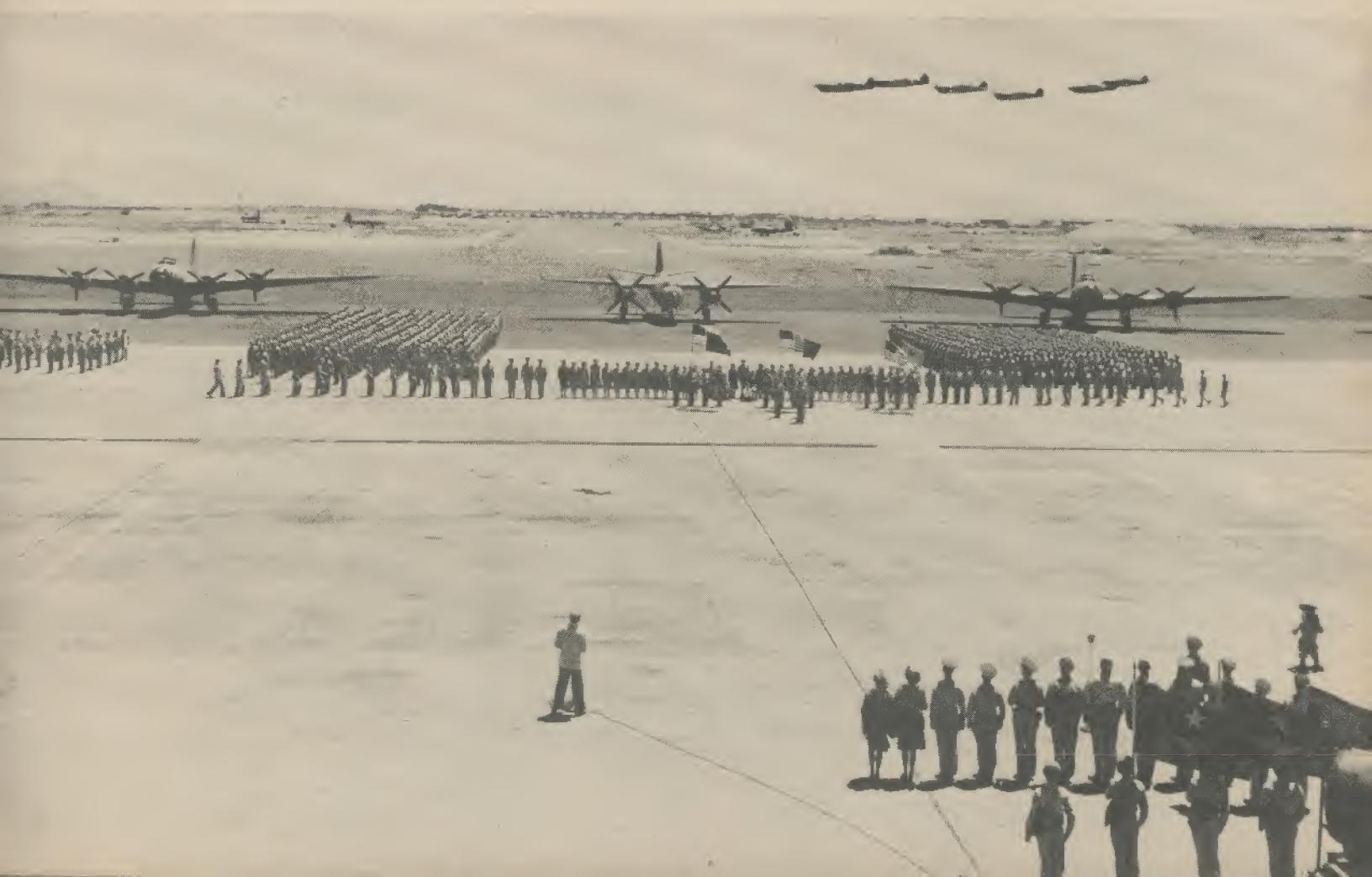
ARMY AIR CORPS



Air Power- The Weapon of ultimate victory

This war now engulfing the entire world is a war of machines, a war of trucks, tanks, ships and airplanes. Most of all, it is a war of airplanes, and America, the home of the airplane, is preparing to fight just such a war. The weight of our bombers has already been felt over Germany, Italy and Japan and the punishment they are inflicting will increase daily.

Here in the Pacific the Japanese have learned only too well the power of American air power and with each passing day will learn to have more and more respect for not only the men flying the machines but the airplane themselves. It will be heavy American bombers spilling their heavy loads on the Japanese islands that will finally bring the treacherous Japanese to their knees.





Army Air Force flier injured during Solomon's engagement is flown to army hospital for medical care.—Seventh Air Force photograph.

On the big blackboard in the flight office appears in detail the day's mission, the crew members and the purpose of the flight.

Army weather men take a reading—Seventh Air Force photograph.

FLIGHT - A	
NO. 28	
P.	HENRY
C.P.	IRWIN
N.	TURNER
B.	HAKES
E.	WEAVER
E.	PEEL
R.	DONART
R.	BENOIT
	GRAVITT



Report of Financial Condition HAWAIIAN TRUST COMPANY, LIMITED



Located at 120 S. King Street, Honolulu, Island of Oahu, at the close of business on the 31st day of December, 1942.

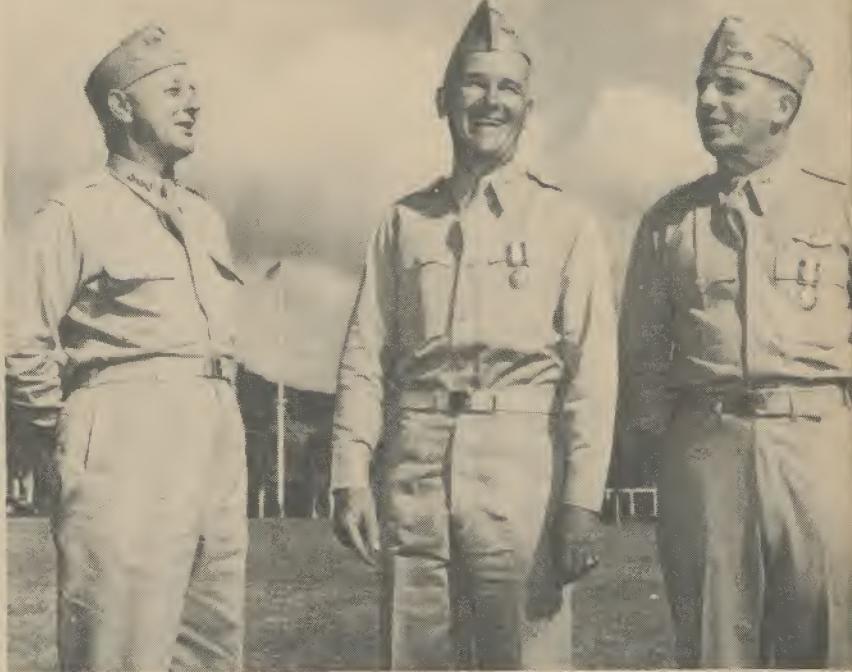


RESOURCES

Cash and due from Banks	\$3,125,416.37
Loans:	
Secured by Collateral.....	1,634,891.17
Secured by Mortgage.....	700,814.27
Trust and Agency Debit Balances.....	857,609.01
Bonds.....	106,204.54
Stocks in other Corporations.....	286,928.00
Real Estate Owned.....	213,188.20
Furniture, Fixtures and Equipment.....	20,929.89
Other Resources	41,897.14
	\$6,987,878.59

LIABILITIES

Capital Stock	\$1,750,000.00
LESS: Unissued Stock	88,400.00
	\$1,661,600.00
Outstanding	1,250,000.00
Surplus	116,435.67
Undivided Profits	107,032.60
Special Reserve	1,826.55
Reserve for Security Tax	90,000.00
Reserve for Taxes	119,650.00
Reserve for Employees' Retirement Fund.....	3,637,834.23
Trust and Agency Credit Balances.....	3,499.54
Other Liabilities	\$6,987,878.59



Lieutenant General Delos C. Emmons has just presented Distinguished Service Medals to Major General J. Wawton Collins and Major General Willis H. Hale.—Seventh Air Force photograph.



Aerial photographer shooting oblique from side of ship.

Soldiers working on parachutes.—Signal Corps photograph.



BURLINGAME and CHILD'S
**BLAISDELL
HOTEL**
COMFORTABLE ROOMS
LARGE DINING ROOM
BEAUTIFUL OPEN-AIR PALM GARDEN
COCKTAIL LOUNGE



Located conveniently in downtown Honolulu but as quiet and refined as a residential manor. Headquarters for many years for kamaainas and visitors.



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HONOLULU

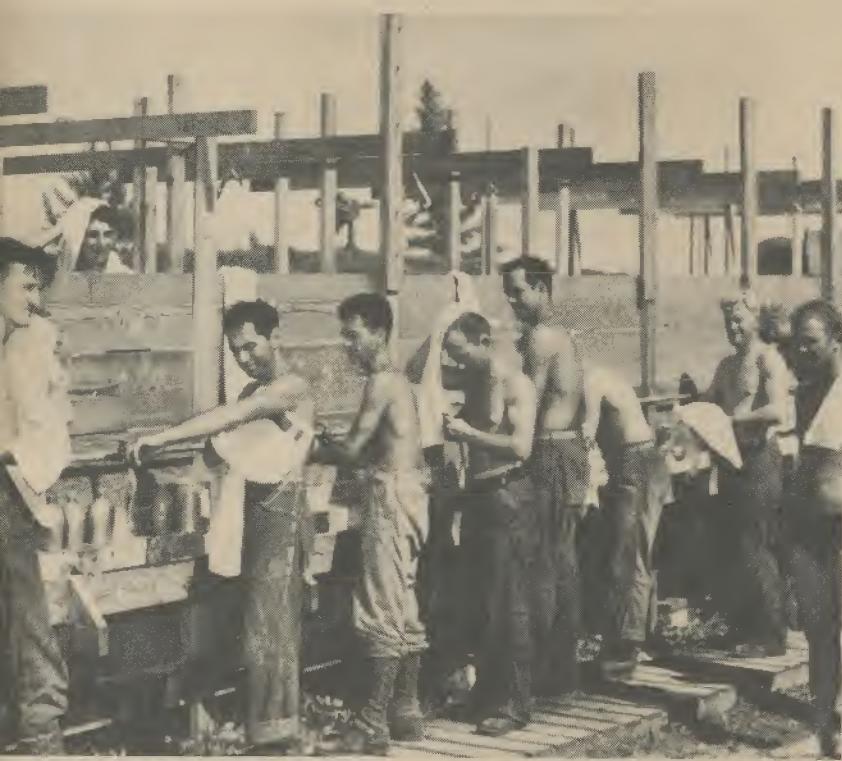


BATTLE of MIDWAY FLIERS





Fliers from a fighter squadron play a little bridge while waiting for the signal to take off.—Hawaiian Army Air Force photograph.



The ack-ack boys wash up after a hard day's work.—Hawaiian Army Air Force photograph.

Ack-ack boys demonstrate the operation of gun used for anti-aircraft defense.—Hawaiian Army Air Force photograph.



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KODAK FILM



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1065 Kapiolani Blvd., Honolulu

Tel. 6411



A JOB TO BE DONE

To our dead, we the living, pledge anew our strength, our faith, our united effort to the point of sacrifice. For by any measure, the sacrifice we at home may be called upon to make is small indeed compared with the supreme sacrifice which they have already made for us.

Leong Chew & Co.

NUUANU AVENUE

Between King and Hotel Sts.



Ordnance man sets fuse on big bomb.—Seventh Air Force photograph.



Mechanics and crew repair bomber.—Hawaiian Army Forces photograph.



Cameraman, navigator and pilot discuss final plans before taking off on an aerial photographic mission.—Photograph by Werner Stoy.



Pilot alights from plane.



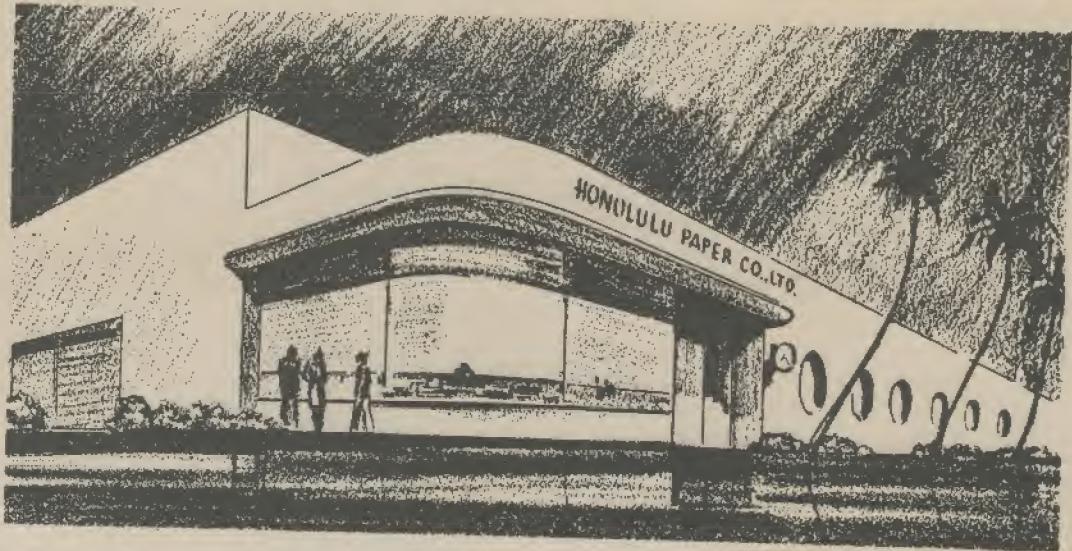
Folding a sleeve target. This target is towed behind a plane when training men to fire at air targets.—
Hawaiian Army Air Force photograph.

Men from an Armament section of a fighter squadron.—Hawaiian Army Air Force photograph.



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Exquisite clips in breadfruit design
with soft, lustrous yellow gold leaves
—platinum midrib — the fruit suggested by Hawaii's own olivines;
clips inspired by the glory of Hawaii;
an original Grossman-Moody design.

\$1200.00 the pair.

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GROSSMAN ★ MOODY

KING STREET AT ALAKEA

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- Industrial Engineers
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Territorial distributor

GENERAL ELECTRIC

products

Never before in our history have we played so vital a role in the military and civilian life of Honolulu as today.

We are happy to be able to lend our experience and merchandise available toward helping the war effort.

Better Crops
mean
Better Food
and
Better Food
means
Better Fighters

so

The Pacific Guano & Fertilizer Co.

(HONOLULU — HILO — KAHULUI)

is

doing its bit by
providing
Death for Plant Pests
and
Life for Hawaiian Soil

Reserves of the Hawaiian Territorial Guard



The boys go in for a little bayonet drill.—Danny Morse photograph.



Relief guard at Palace. Hawaiian Territorial Guard Reserves replace regular HTG for 24 hours.—Danny Morse photograph.

Major Irwin Spalding, Commanding Officer HTGR.





THE U. S. NAVY





Admiral Chester W. Nimitz, Commander in Chief, U. S. Pacific Fleet, awards the Navy Cross to Lieutenant William N. Leonard, USN, during a ceremony at the Submarine Base, Pearl Harbor, T. H.—Official U. S. Navy photograph from Pacific Fleet.

FROM CINCPAC:
Your Conduct and Action Have Been
Splendid. We Took A Blow Yesterday (Sunday).
It Will Not Be A Short War. We Will
Give Many Heavy Blows To THE JAPANESE.
CARRY ON

While You Have Suffered From A Treacherous
Attack, Your Commander-in-Chief Has
Informed Me THAT Your Courage And
Stamina Remain Magnificent. You
Know You Will Have Your Revenge.
Recruiting Stations Are Jammed With Men
Eager To Join You.

"OPNAV"

"And they are carrying on."

Convoy—A Pacific convoy arrives at its destination under cover
of motor torpedo boats.

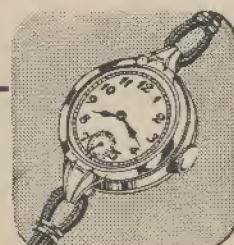


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visit EASY'S
Jewelry Dept.



Beautiful dia-
mond Ensemble

Also massive
mountings
for men



Bracelet
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*a Soldier's
design for as—*

THE GIFT OF THE YEAR

Bracelet maps of the eight Islands with the principal port of each designated by a jewel.

In sterling silver \$2.00
In 14K gold 105.00

Designed by
Pfc.
Russell Grete
of the
armed forces
of Oahu.

Pearl Harbor Charm
set with a pearl.

In sterling silver \$3.75
In 14K gold 10.50

Patents applied for
by

Gump's
WAIKIKI



Two members of the Honolulu Police Reserves give an unfortunate victim a traffic ticket. These volunteer policemen work on their own time with nothing but their gasoline paid for by the police department.



Patriotic Honolulan receives nourishment following blood transfusion. Red Cross women have helped in thousand of these blood donations, both in the role of nurse and blood donor.



Ex-lei vendors lend their talents to the army as they turn out badly needed camouflage nets. These women are doing a great job for the army in this work for which they are so well suited.

Red Cross unit brings a little refreshment to the War Bond salesmen on their record bond selling day.





**YOU BET
SHE'LL
WAIT...**

Many a brave young American has gone to serve his country, leaving behind the girl he loves. And she loves him too, and promises to wait until that glorious day when he comes marching home. As a symbol of his devotion he places on her finger a ring . . . a sparkling token of his affection . . . to say "I love you" every second, every minute, every hour.



*Beautiful
ring with 3
fine dia-
monds.*

•
There is
No Finer
Gift

NATIONAL JEWELERS ALSO OFFERS YOU A GRAND SELECTION OF WATCHES IN EVERY STYLE AND PRICE. . . .

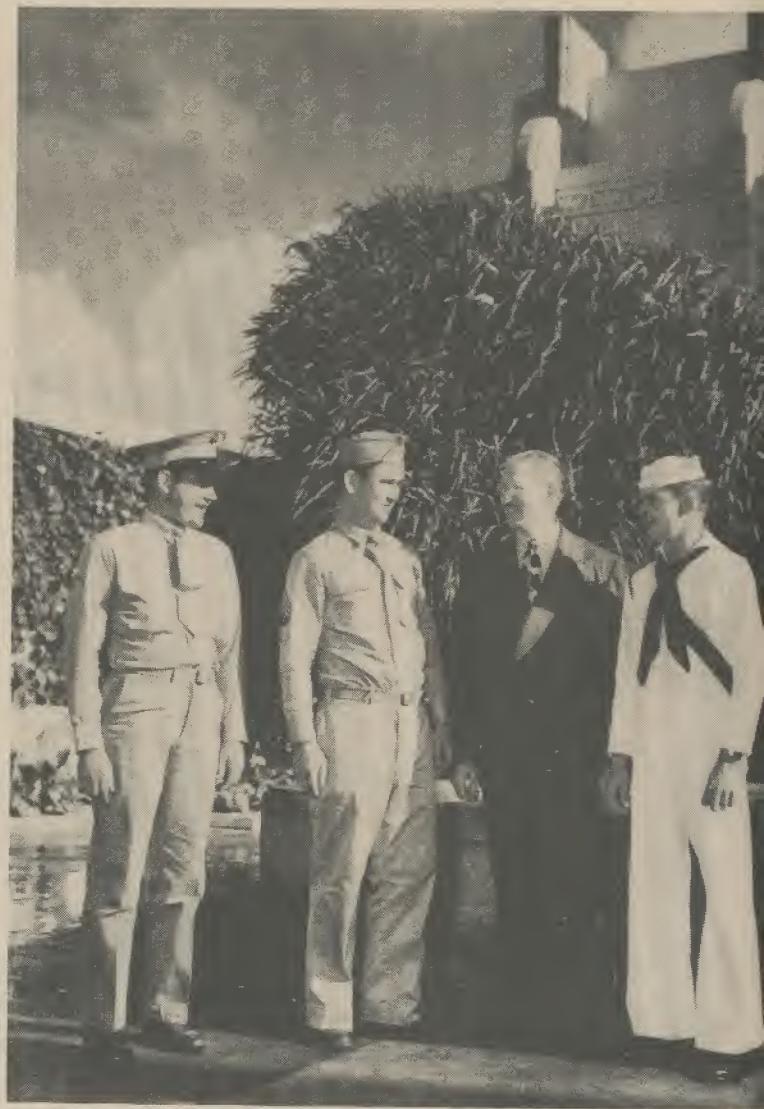
USE OUR LAY-AWAY PLAN.

**FOR A QUICKER VICTORY
BUY WAR BONDS!**

NATIONAL JEWELERS

1165 Fort Street

Next to Cathedral

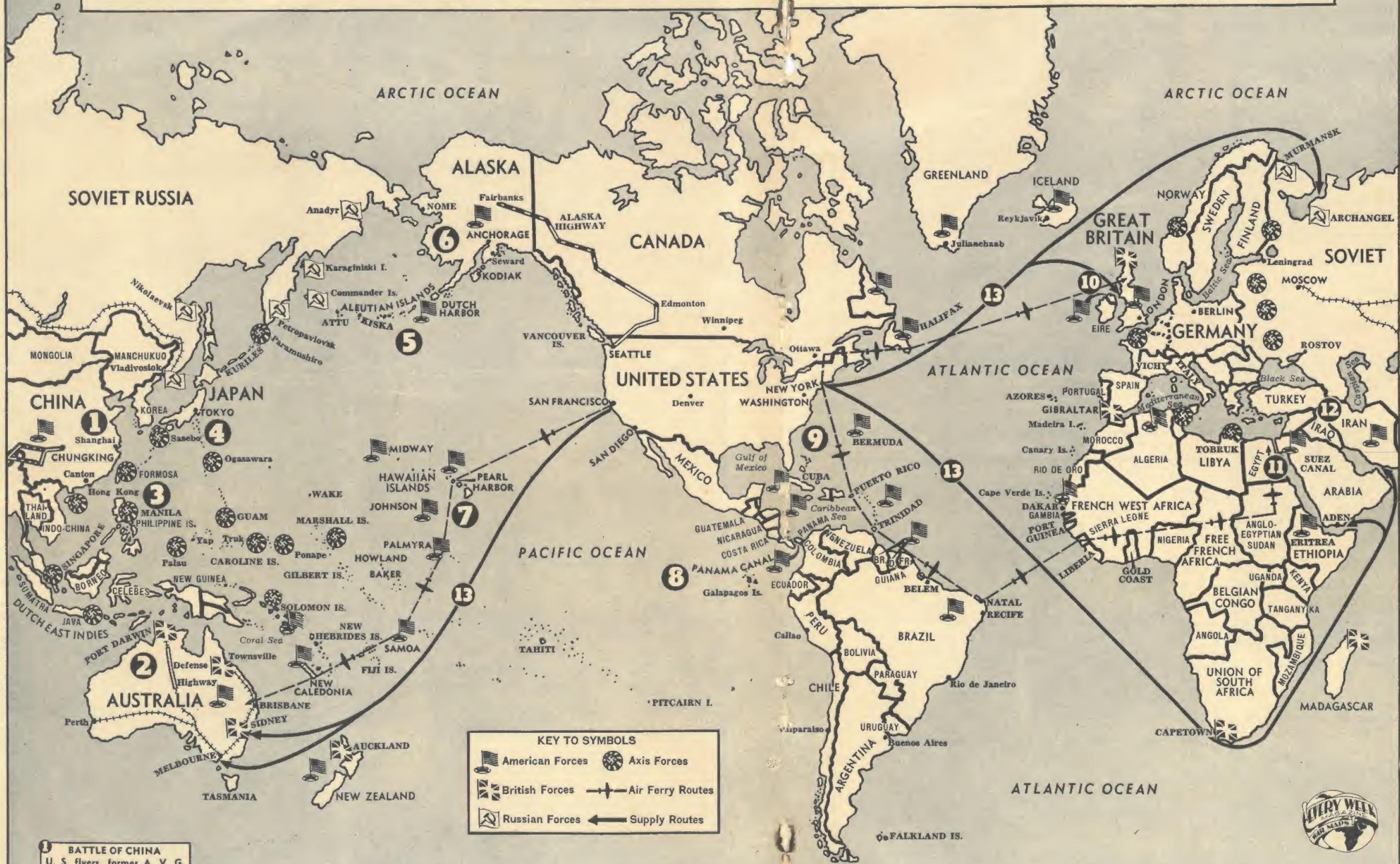


Edwin Sawtelle, popular Honolulu organist, greets three Uncle Sam's fighting men.



Soldier and sailor making arrangements for a trans-Pacific call. Approximately 5,000 trans-Pacific monthly calls are made by service personnel and defense workers.

America's Fighting Forces Cover the World



1 BATTLE OF CHINA
U. S. flyers, former A. V. G. pilots, aid China's fight to keep supply routes open. U. S. needs Chinese bases for raids on Japan.

2 BATTLE OF AUSTRALIA
Huge concentrations of U. S. troops under Gen. MacArthur. American planes score in the Coral Sea fight. Navy guards convoys, helps hold Japs.

3 BATTLE OF PHILIPPINES
Guerrilla warfare continues. Natives join Americans who escaped Bataan surrender.

4 BATTLE OF TOKYO
General Doolittle's bombers raid Jap capital. More attacks may be expected.

5 BATTLE OF ALASKA
U. S. strengthens defenses, may use bases to attack Japanese mainland.

6 BATTLE OF PANAMA
Canal defenses strengthened. Entire area on alert to keep vital inter-ocean link open.

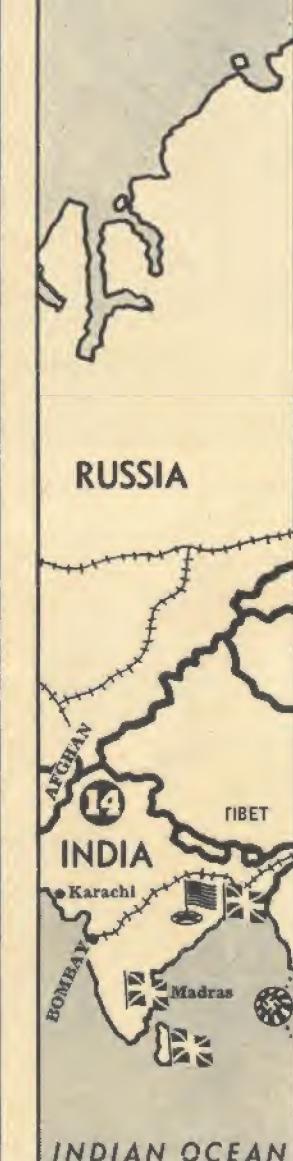
7 BATTLE OF HAWAII
Center of naval operations. Island defenses strengthened since Dec. 7, air patrols extended. Victory at Midway.

8 BATTLE OF ATLANTIC
War against submarines is intensified as shipping toll mounts. Convoys go through.

9 BATTLE OF EGYPT
Americans join British drive to check Rommel's advance. U. S. planes bomb Italian warships. Tanks in action.

10 BATTLE OF SUPPLY
By air and ships, America's arsenal sends munitions to all Allied fronts. Experts join United Nations' armies.

11 BATTLE OF INDIA
U. S. Air Force operating against Japs in Burma. Troops move into India.





BMTC first aid unit in action.

BMTC

Now Part of Oahu's Defense System

The Businessmen's Military Training Corps, better known as the BMTC, was first organized February 1, 1942, a little less than two months following Japan's attack on Oahu. The corps is made up of Honolulu businessmen who wanted some way to defend their homes against the enemy.

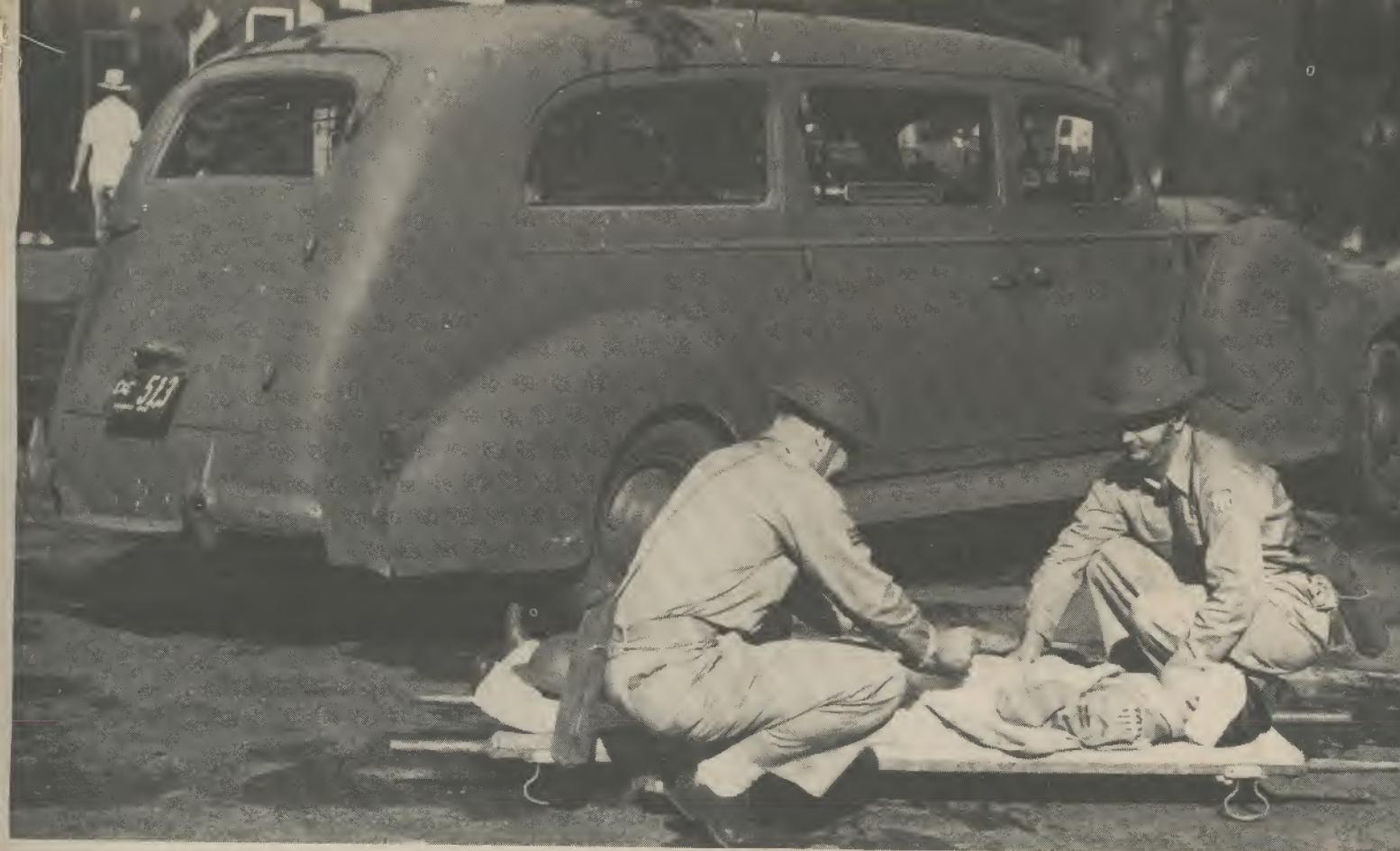
The average age of corps members is about 42 with ages ranging from 17 to 70. Sixty-five percent of the members have had some previous military training. Many fought with the United States in the first world war, while others were with the French, Canadian and British armies.



Instruction on contemplated maneuvers by
Major S. M. Lowrey.



A new Winchester ready for action.



BMTC first aid unit in action.

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Instruction on contemplated maneuvers by
Major S. M. Lowrey.



A new Winchester ready for action.



Colonel E. D. Bourland, BMTC, receiving reports from the field during maneuvers.

BMTC stretcher bearers on job.



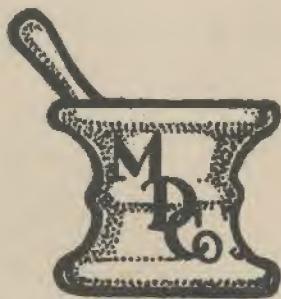


Last-minute shoppers at Fort and King Streets, Christmas Eve.



Red Cross women help serve refreshments to convalescing sailors.

Red Cross Gray Ladies stand as proxies for Army fliers killed in the battle of Midway. They are being awarded decorations by Major General Willis H. Hale.



TRUSTWORTHY --- RELIABLE

Every one has a duty to perform as health warden in the home! To do your job well, for your family, check your medicine cabinet now and make sure it's adequately stocked. But please — don't buy more than you need, because there's no reason to!

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Flowers say *thank you* in so many ways

Flowers convey your message more eloquently than words! Come in today and select a bouquet of freshly cut blooms for that wife or sweetheart back home. We deliver and telegraph flowers.

**KUNIKIYO
FLOWER STORE**

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PHONE 3135



Models—Pacific Fleet camera party craftsmen have built some 50 scale models of Allied and Axis warplanes to help indoctrinate sea-going personnel in recognition of hostile and friendly craft.—Official U. S. Navy photograph from Pacific Fleet.

Flight leader is shown instructing pilots in the ready room aboard a carrier in the Pacific.





Flight deck crews of a U. S. carrier snatch a few minutes' rest between air operations during a recent battle of the Solomons. The men, all dressed in anti-flash clothing and steel helmets, are glad for a few minutes' rest between the strenuous duty of handling planes during flight operations. These men are veterans of numerous fleet actions.—Official U. S. Navy photograph.

BOMBS FELL

*and the cabs swung
in action*

Within one minute after the first Japanese bombs fell on Pearl Harbor at 7:55 a.m. December 7, 1941, Manuel P. Medeiros, manager of the Pearl Harbor Drivers' Association, was notified of the attack.

Immediately, Mr. Medeiros—who was in his office in the grounds of the Honolulu Army-Navy YMCA—ordered every available motor vehicle connected with the Association to report to the usual pickup point for navy personnel, the Army-Navy YMCA. In addition, Mr. Medeiros placed four men at telephones to call independent taxis to the assembly points. Meanwhile, radio calls had gone out for navy personnel and civilian employes and Pearl Harbor defense workers to report to their posts.

By the time the first navy men and Pearl Harbor workers had reached the rallying point, the cabs and buses were there, waiting

to rush them out to the great naval base. Swiftly the sailors and workers were driven to where they were most needed—and all without charge, for orders were given that no fares were to be collected—it was to be a free service to the nation. Personnel also was carried to Hickam Field and Red Hill and later in the day the army was given assistance in getting men from Honolulu to Wheeler Field, Schofield Barracks, Haleiwa and other rural Oahu points. On their return trips, the cabs and buses brought out the wounded from the areas under fire.

On that day, December 7, 1941, the Pearl Harbor Drivers' Association men and the independent drivers called into service drove about 75 seven passenger cabs and 27 buses, covering more than 9,000 miles and carrying 6,500 passengers.

Yes, it is all in the records.

And the Pearl Harbor Drivers' Association is gratified that it was able to be of such service.



Pearl Harbor Drivers' Association

1111 Richards Street



WAGON WHEEL

Waikiki's
Unique Garden Restaurant

2062 Kalakaua Avenue — Telephone 92666 — Honolulu
SALLY CLOSE, MANAGER



Fighters Courageous



Brave men — waiting in landing boats, eager to liberate the down-trodden, beaten people of the world.

America now strikes with all its might and resources—fighting forces under capable courageous officers, with magnificent equipment.

To make their task easier, to get it done quickly Americans must work harder and save more — all Americans must buy more War Bonds and Stamps.

METROPOLITAN MARKETS

76 Years of Outstanding Service to the Community (1866-1942)

THAT WASHING MACHINE YOU COULDN'T BUY

may be a DIVE BOMBER in the Solomons

Because America's peacetime industries have been converted into arsenals of war, only a very limited number of electrical appliances will be manufactured each year . . . Metals that ordinarily would go into these "time-and-labor-saving" appliances must now be used for bullets and planes to blast the foe.

When our homes and families have been made safe once again from barbaric enemies, America's great factories will bring you new marvels of electricity. But until then, do your part in the battle of production by taking good care of your electric washer, refrigerator and range — your toaster, clocks and vacuum cleaner . . . MAKE THEM LAST!



The HAWAIIAN ELECTRIC COMPANY, LTD.

Territorial Distributors for
HOTPOINT AND WESTINGHOUSE APPLIANCES

ESPECIALLY
BROWN'S
HOME MADE
ICE CREAM

"On the
famous
beach at
Waikiki--"



10 DIFFERENT FLAVORS

Specializing in Cold Crispy Salads
and Grilled Sandwiches

Yes—We make our own home-made
Ice Cream

—(TWO STORES)—

**BROWN'S AT
WAIKIKI**

**THE WAIKIKI
MILK BAR**



HONOLULU RAPID TRANSIT COMPANY'S SILVER FLEET

is doing a big wartime transportation job. More than 232,000 war workers, business people and students ride HRT's modern buses daily.

***United We Fight
May Enduring Peace Ensue***



CAPITOL MARKET

Queen and Richards

**He Fights For You.
Work For Him!**



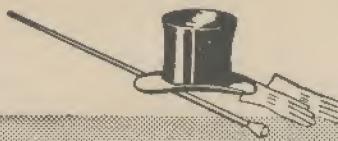
Your soldier, son, or husband will gain in strength if he knows that those at home are working to forge the tools necessary for him to fight—and in the knowledge that you are buying War Bonds regularly.



**Chun Hoon
Market, Ltd.**

NUUANU AND SCHOOL STREETS

**HIGH STANDARDS...
without the HIGH HAT**



This friendly store offers you the very finest quality in diamonds at prices that are down-to-earth. We're proud of our fine reputation and the confidence shown by our customers.

Buy War
Bonds and
Stamps



Diamonds
Watches
Rings

Royal Credit Jewelers, Ltd.
FORT AND KING STREETS

Spur



5¢

**THE COLA
DRINK**
WITH
CANADA DRY
QUALITY

Me-P.Y. Chong

wishes all

Uncle Sam fighting mans---

Soldiers, Sailors, Marines

and Fliers---

world's bestest Luck



On home flont Me-P. Y. no can send you all plesents; no get too muchee money, no get too muchee tam. Velly solly.

But Me-P. Y. do one thing all year lound for you. I tell evely body for donate blood for blood bank, for telephone 67771 if need some more inflomation, for go blood bank building behind Queen Hospito for makee allangement. This I plomise you I continue do. So long I get kaukau, housee, clothes, no pilikia —I do that.

The Blood You Deposit
Today May Save Your
Life Tomorrow.

•
DEPOSIT BLOOD!

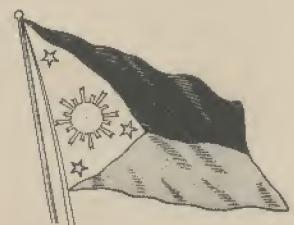


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1683 ALA MOANA LOAD, JUST OVA' BLIDGE

Se've good Kau Kau 11:30 a.m. to 6:30 p.m.

For Lesevation you phone 91585



FILIPINO FEDERATION OF AMERICA, INC.

Territory of Hawaii

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Executive Chairman

Raymundo S. Quiniones
Executive Secretary

Mr. A. F. Baclagan
Acting Executive Secretary

Mr. A. P. Pingpong
Office Supt. and Treasurer

Mr. P. B. Valdez
Branches Inspector

Mr. B. O. Escobido
Chairman Board Public Relations and Chief War Bond Field Canvassers of the Filipino Federation of America, Inc., in the Territory of Hawaii.



MEMBERS OF WAR BOND FIELD CANVASSERS ARE:

Mr. Doroteo M. Collado
Publicity Director

Miss Mercedes F. Carlos

Mrs. Vivencia N. Collado

Mrs. Ursola Gilla

Mrs. Carmen B. Yurong

Mr. Andelicio Yurong

Mr. Agapito C. Ramos

Mr. Lucio C. Maasin

WAR BONDS FOR VICTORY:—Chief War Bond Field Canvasser Mr. Benny O. Escobido, Territorial Chairman of Public Relations of the Filipino Federation of America, Territory of Hawaii, shows a U. S. Navy Warrant Officer, E. Griffith Pharm, the amount of War Bonds he sold shortly after December 7, 1941.

Mr. Benny O. Escobido, the Official Minute Man of the Filipino Federation of America, Inc., in the Territory of Hawaii, voluntarily selling War Bonds for Victory, has sold approximately \$100,500.00 worth of War Bonds since August 15th, 1941.

To Campaign and encourage Filipinos to buy War Bonds, the Filipino Federation of America War Bond Field Canvassers had been organized by the executive committee of the Filipino Federation of America to cooperate wholeheartedly in the War Bond Sale Program—that no matter what happens, we are all for America.

This shows the Loyalty and patriotism of Filipinos who are working hard for America's Victory.

FILIPINO FEDERATION OF AMERICA, INCORPORATED

Territory of Hawaii

HONOLULU, T. H.

1166 FORT ST.

BRANCHES

HILO BRANCH NO. 12
819 Kamehameha Ave.
E. C. Macion, Mgr.

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F. S. Pabalan, Mgr.

MAUI BRANCH NO. 5
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Emeterio Bulaoan

KAUAI BRANCH NO. 6
Seto Bldg., Kapaa
D. A. Bumagat, Mgr.

LANAI BRANCH NO. 7
Lanai City, T. H.
C. S. Segui, Mgr.



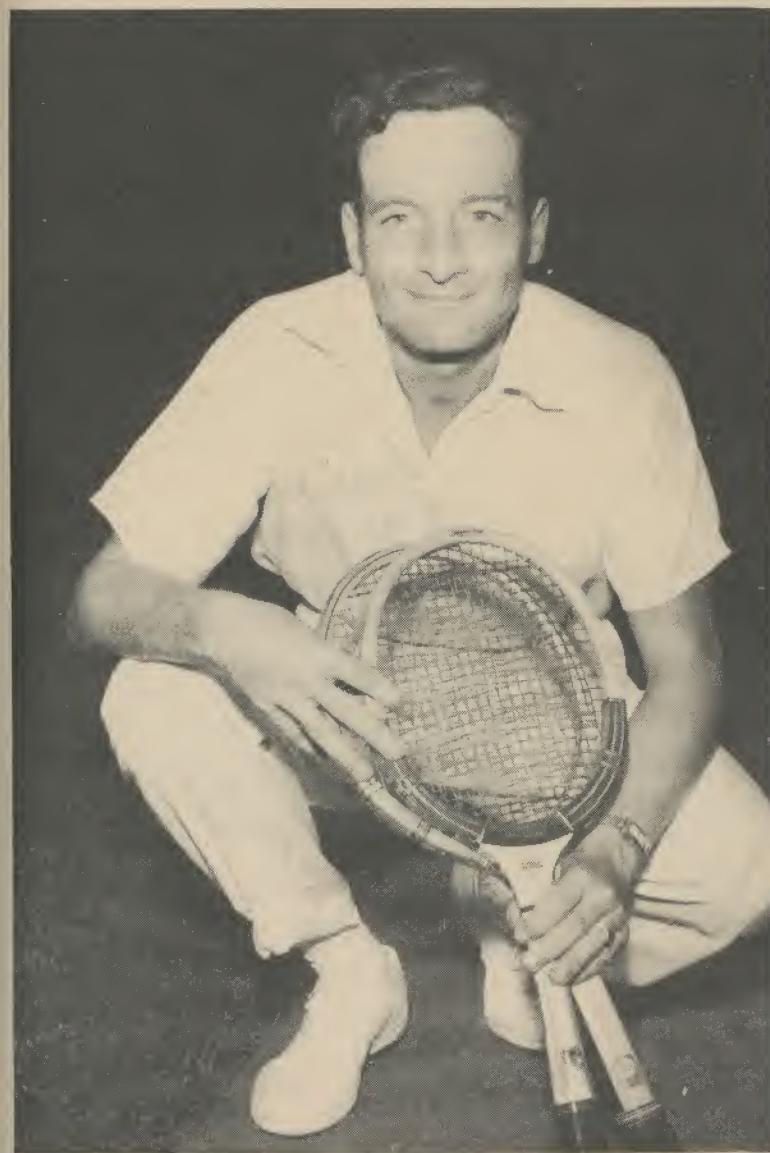
BUY MORE WAR BONDS FOR VICTORY!



ANTI-AIRCRAFT — Through practice sights, a Pacific Fleet aerial gunner trains his dummy gun on a model plane during exercises aboard ship.—Official U. S. Navy photograph.

RESCUE — Summoned by a Pacific Fleet submarine which had perceived the plane's plight, a destroyer raced to the relief of this Navy patrol bomber forced down at sea by engine trouble. The aircraft crew had bailed all night to keep in check leaks caused by a hard landing in rough seas. The plane's personnel were removed to a motor whaleboat.—Official Navy photograph, Pacific Fleet.





Ed Serues, U. S. Navy, winner of the Hawaiian Open Tennis Championship in 1942.

American Cruiser silhouetted in the Pacific.



WHAT ELSE DO YOU BUY ... that you intend to keep forever?

Truly very few purchases are made that will be cherished forever . . . preserved as an heirloom. Yet . . . such a future is in store for the diamond you buy. So let the quality of that diamond be worthy of the high honor bestowed upon it. Be certain that it is the finest your money can buy.

WATCHES

American Jewelers offers the civilian and service men in Honolulu a great selection of all makes of watches.

- Rings for Service Men
- Fine Collection of Diamonds.
- Beautiful Birthstone Rings
- Lovely Bracelets, Ear-rings, Necklaces, Rosaries and Compacts

 *American*
JEWELRY CO.

1153 Fort St., next to the Ritz Store

★ U. S. WAR STAMPS ON SALE HERE ★



CA Cruiser plane over Wotje atoll, Marshall Islands, during Pacific Fleet raid.—Official U. S. Navy photograph.

Every one of them a good sport—the seven Patten brothers, all from Lake City, Iowa, go through the motions of swabbing the deck.—Official U. S. Navy photograph.



MR. GROOM OF YESTERYEAR
Remember the Diamond you
Promised Her?...

Well, She Does!



Give Your Wife a
HOWARD
DIAMOND
for Her Anniversary



"ANNIVERSARY"

Economically priced
creation in 14K gold
with brilliant dia-
mond.

"HAPPY YEARS"

Ring with 3 fine
diamonds in exqui-
site new 14K gold
setting.

Your Visit Is cordially invited. We offer
you, besides diamonds, a choice selection of
Jewelry gift items.



HOWARD CREDIT
JEWELERS
1129 FORT STREET

AT PLAY



Hawaiian Industry





PROCESSING LINE — This unit of three machines begins the processing line. The first unit, a pre-vacuumizer, ruptures the air cells of the fruit to produce uniform color and quality. The second machine adds the syrup to the can, the syrup being made from pineapple juice and cane sugar. The third is the vacuum cleaning machine, where under high vacuum the lid is double seamed onto the body of the can.

Pineapple Hawaii's Second Largest Industry

Hawaii's pineapple industry, which now ranks as the islands' second largest industry, is really the baby of the large crop family. Its industrial history dates back to 1901, when a far-sighted young Harvard graduate started his first pineapple crop. James Dole planted his first pineapples in 1902, harvesting and packing in 1903. In those days the packing was done by hand. He produced 1200 cases of pineapple that year, an output that can be matched today in 15 minutes in the new Dole plant.

New problems have faced the

pineapple people since the war and many of the trials have proved inconvenient. However, ships bringing supplies to the islands have taken their crops back to the mainland, thus allowing pineapple as well as its sister crop, sugar, to continue to prosper.

Pineapples are grown on five of the six major islands and produce more than 80 percent of the world's supply of pineapples. Within recent years the output has ranged between 15,000,000 and 21,000,000 cases annually, and is valued at around \$55,000,000.



Here is shown a tractor pulling a mulch-paper laying device. As the paper is laid, fertilizer is introduced beneath. This paper furnishes a hothouse for the plants, which are shortly being planted through it, aiding materially in preventing weed growth.

A general picture of the labeling room showing the lines of machines and the means of conveying the empty cases on chutes to the packing tables. The filled cases go from this room directly to outgoing ships or adjoining warehouses.





This famous water tank on the top of the Hawaiian Pineapple Company is a landmark in Honolulu. Its capacity is one hundred thousand gallons.

Here are seen acre after acre of newly planted fields on the island of Lanai. This island is owned by the Dole Pineapple Company. In approximately twenty months this field will be filled with ripened pineapples.



SUGAR



During the year just passed Hawaii produced 868,678 tons of sugar, approximately 131,322 tons less than its peace time quota. Working under more difficult labor conditions than usual, the sugar industry in Hawaii did a good job in furnishing the mainland with badly needed sugar. For in war time, not only civilians and soldiers need sugar, but our allies as well, are in need of this precious commodity.

The industry that guides the lives of so many of the island people is doing its share to help the military work out its many complex problems here in Hawaii. The plantations have been more than willing to lend skilled engineers and laborers when called upon to help the army tackle a difficult job. Sugar has a great stake in this war and the industry is doing everything in its power to protect that stake, and the American way of life.



Most spectacular war job of the Hawaiian Sugar industry was the work performed by the laboratory of the H.S.P.A. Experiment Station in assisting Hawaii's blood plasma bank. When the blood reserves that had been built up were drained, the Experiment Station provided its sterilizers and centrifuges to manufacture plasma and converted its limited glass-blowing equipment to help in the Herculean task of producing sufficient flasks in which to store the precious fluid.



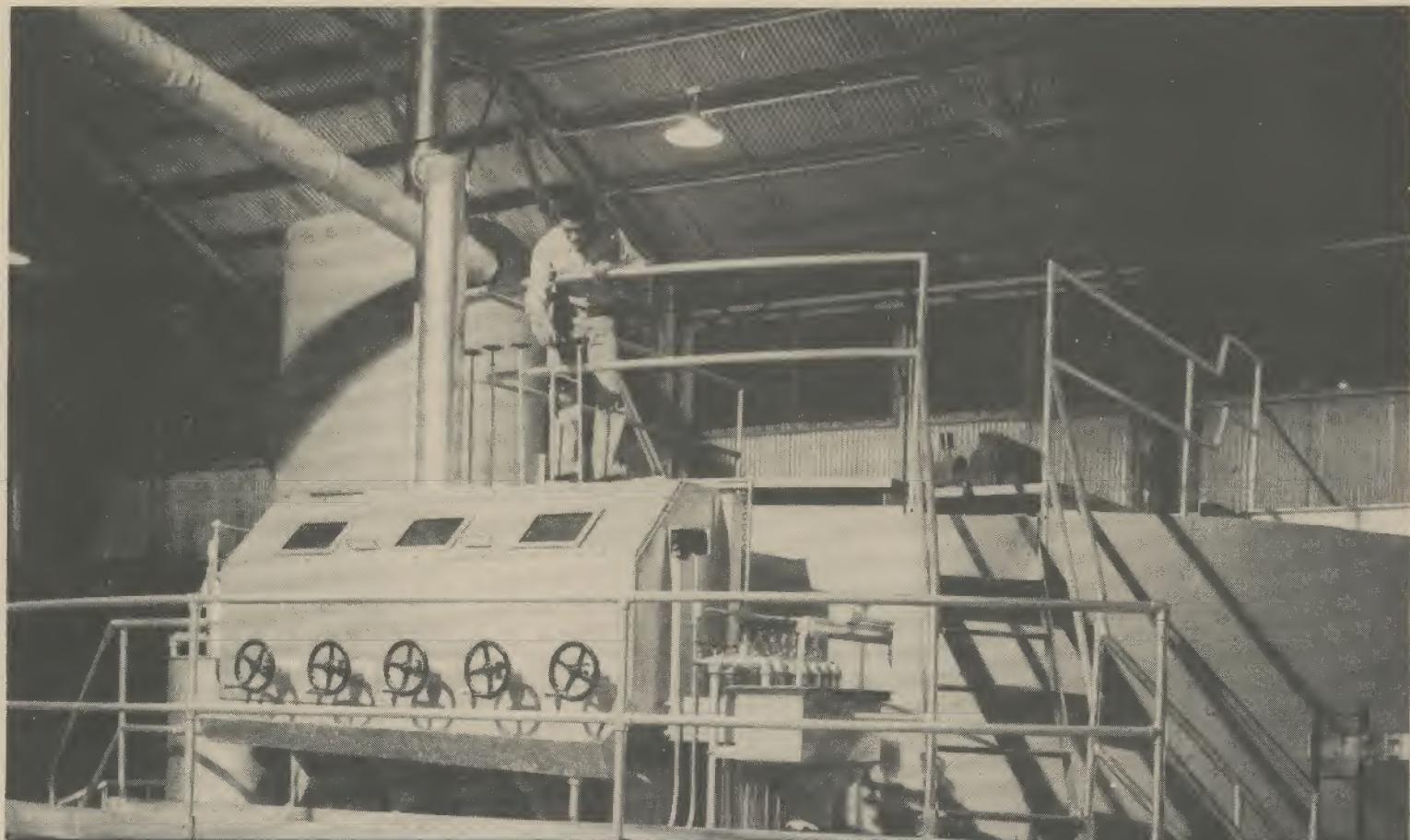
AL says:

When war broke on Hawaii it was generally thought that sports would die a natural death. It was not long however, before soldiers, sailors and civilians were clamoring for more sporting events. For good, clean competitive sports was one of the freedoms they were fighting for.

The demand for good athletic shows is greater than ever before in the history of the Territory. The only problem facing promoters today is in locating sufficient talent.

I will continue to bring Honolulu the finest sporting talent available as long as I am affiliated with the sporting picture in Hawaii. Every effort will be made to keep clean athletics on the same high level as Honolulu is accustomed to witnessing.

(Signed) *AL KARASICK*



On the plantations ingenuity has been stimulated by the war. Reduced volume of labor and loss of equipment to the military have called on engineers to devise many new ways of saving time and labor. One such development is this huge ninety thousand gallon clarifier which will do its part to help meet the nation's sugar needs.

Victory corps are gaining popularity all over the country but in Hawaii they mean real work for the high school youngsters who turn out one day each week to labor in the fields. It's real work and a great help to the plantations, whose labor supplies have been heavily drained by the demands of urgent war projects.





Old Number Three gets the highball as a crew of servicemen roll her out of the roundhouse. Our army today numbers men from every craft and trade, including former switchmen, engineers and firemen from the nation's railroads. This group of soldiers took like ducks to water to the handling of this plantation locomotive.



Idle hands are not allowed in the plantation communities of fighting Hawaii. Large or small, every sugar farm has organized its people, regardless of race or creed, into useful groups to serve the country's needs. Red Cross workers often meet like this in the unused corner of a social hall, sometimes in one another's homes.

Have You Heard About Our

SLACK ensemble?

SLACKS, SKIRTS in varied fabrics, the SHIRT in a rayon crepe print.



You are welcome to come in and look over our well-stocked sportswear department at any time.

FOR VICTORY BUY WAR BONDS

珍華
CHINA GIFT CHEST LTD.
1128 NUUANU ST. PHONE 4555

"Covers H all Hawaii"

The Bishop Trust Company—"Hawaii's Fiduciary"—has provided an efficient and dependable trust service for over thirty-seven years, for the people of all Hawaii. *** In the midst of change our governing thought—"The quality of our service shall remain unimpaired." These complete trust facilities are available to mainland financial institutions or attorneys requiring ancillary service in Hawaii.

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BISHOP TRUST
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HONOLULU, HAWAII

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Our 91st Year
of supplying the needs of Hawaii
both in
War and in Peace

Established in 1852

STEWART'S PHARMACY

For the thousand little knick knacks you need.
For a snack, or a "coke", or a full blown feed.
For a card to send home, a birthday to heed.
You can get help at Stewart's—Oh yes, indeed.
What!—this poem is sad indeed—to that we
are agreed.

STEWARTS' PHARMACIES

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Phone 76543

SURE, WE'LL CHECK YOUR BAG FOR YOU, BUDDIE.
IT'S FREE!



Fine Diamonds • Watches • Silverware

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Soldier, Sailor Marine or Warden

MID-PACIFIC CURIO

Serves You Well

Mid-Pacific Curio Store serves you just as well! In addition to our stock of general gift merchandise, we are especially well stocked on HAWAIIAN NOVELTIES AND CURIOS . . . THINGS THAT TELL THE WORLD ABOUT THE ISLANDS BETTER THAN YOU CAN EVER EXPLAIN IN WORDS. ITEMS PRICED FROM A FEW CENTS UP, IN AN ALMOST UNENDING VARIETY.



Key ring and chains	Hawaiian candies
Leather wallets	Preserved fruits
Etched glass ash trays	Lauhala bags
Pipes and racks	Hawaiian perfume
Playing cards	Shell necklaces
Feather hat leis	Hawaiian compacts
Wrist watches	Cellophane hula sets
Cigarette containers	Hawaiian sport shirts
	Identification tags

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*Buy War
Bonds and
Stamps*

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Mid-Pacific Curio Store
45 S. KING STREET, NEAR BETHEL

*Help Defeat
The Axis
Quickly*

The Oldest BAZAAR in the Islands

HAWAIIAN CURIOS

LAUHALA BAGS AND PURSES: Many styles to choose from, one- or two-tone, rectangular or half-moon, fine or coarse weave.

LAUHALA COASTERS AND SLIPPERS.

BRIDGE AND LUNCHEON SETS: Pillow Tops, Scarfs, Handkerchiefs, etc., hand-blocked in distinctive Hawaiian patterns.

TROPICAL ROMANCE

SHELL LEIS, NECKLACES, BRACELETS, EARRINGS, etc., in lovely pastel shades make splendid gifts for her.

TROPIC PERFUMES: in fragrance of Island flowers, packed in beautifully carved flacons made of natural wood.

PHOTO ALBUMS: in all sizes and colors, with Hawaiian motif.

BLOUSES AND MIDRIFF PAJAMAS: in a host of shades, hand-blocked in Hawaiian motif and Hawaiian design. Prints sizes 12-20.

Hawaiian Pictorials and
Framed Hawaiian Pictures

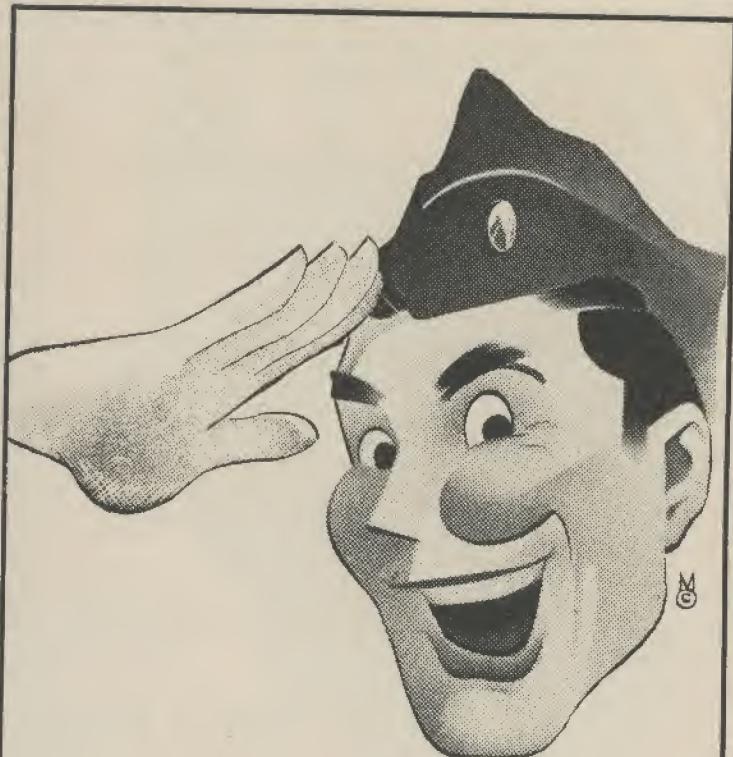
Have done business in same location for
53 years.

We Sell
War
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We Pack
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1144-46 Fort St.
Phone 67934



**"I Salute You
Mr. and Mrs. Bond
Buyer!"**

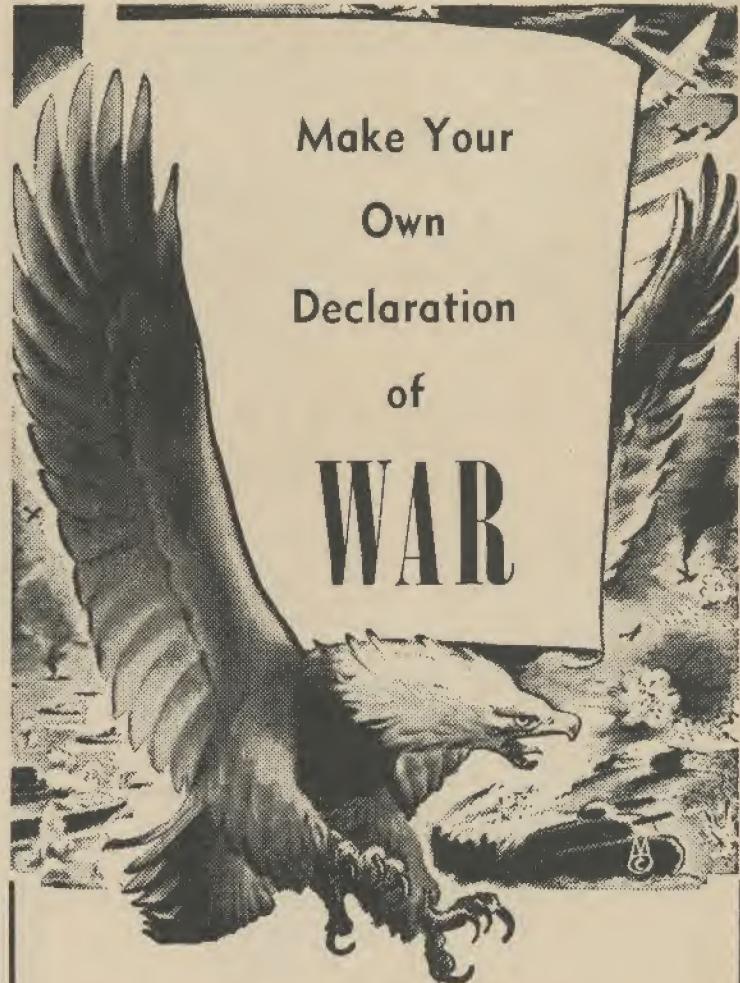
But look, folks. This is no time to sit back with a smug feeling that you've done enough. There'll be only one "enough" that means anything — and that'll be when the Axis hollers it. Then we'll know that Victory is won. Then we'll know that our job is done. Mine—and yours. Mine, from a tank or a plane or a foxhole—firing bombs and bullets. Yours from the pocket into which you're digging every payday to BUY MORE BONDS and STAMPS to buy me and my buddies more planes, more tanks, more bombers and bullets!

•
THE CHERRY
1137 FORT ST.

Hollister Drug Co., Ltd., with branch stores in outlying districts of Honolulu and on the island of Maui, is the oldest existing drug company in the islands. We take pride in our firm having been a part of the various phases of Hawaii's development. We have filled prescriptions for King Kalakaua, back in the days of the Monarchy, and have served the people of Hawaii for over sixty years since our establishment in 1879, through the days of the provisional government, to the present time of territorial status. In the present day of war we still stand ready to aid in protecting the health of all the people in Hawaii.



HOLLISTER
DRUG CO., LTD.



Rain bombs on Tokyo—buy another War Bond! Collect the Scrap that'll make Scraps out of the Japs! Turn in a key—for Victory! "It" Won't Happen Here—if you work for Civilian Defense! Spill waste fat out of the frying pan into the fight! Fill 'er up to work and shop—and keep your car on the road! When in doubt—don't say it! Keep Production Rolling—through '43! That's the way to Victory!

**BUY WAR BONDS
EVERY PAY DAY**

The Z'air
DEPARTMENT STORE
Fort and Beretania



HOW FAR CAN FREEDOM REACH?

As far as ships can go, carrying the hope and sense of freedom... the troops, food, guns, and gear that keep freedom free. Men in our battlefronts know this. They know they can go, fight, and win, with our American Merchant Marine carrying on.

The reach of MATSON ships is long, because our experience is long... over six decades long... preparing us for the very job we are now privileged to be doing, with all our ships and all our men.

Matson
NAVIGATION COMPANY
CASTLE & COOKE, LIMITED, Agents

5c

"A call for 'Coke'"



Pause,
Go
Refreshed

For people who work hard, food alone is not enough; they need refreshment, too. Ice-cold "Coca-Cola" is pure refreshment, a natural partner of good food.

You trust its quality

Bottled under the authority of The Coca-Cola Company by
The Coca-Cola Bottling Co., of Honolulu, Ltd.

Keep Strong on the HOME FRONT

Eat *Love's*

BLUE RIBBON
enriched BREAD
for health and energy

Love's BISCUIT & BREAD CO.
MASTER BAKERS—In Hawaii Since 1851

IT'S UP TO US

Yes, it's up to us, to see that our customers: soldiers, sailors, marines and war workers are fed properly so that they can "Keep Fighting," and "Keep 'em Rolling."

Every effort is being made to maintain our food at the highest level possible, under present conditions.

•
BUY BONDS!

CITY GRILL

72 S. King Street—Between Fort and Bethel

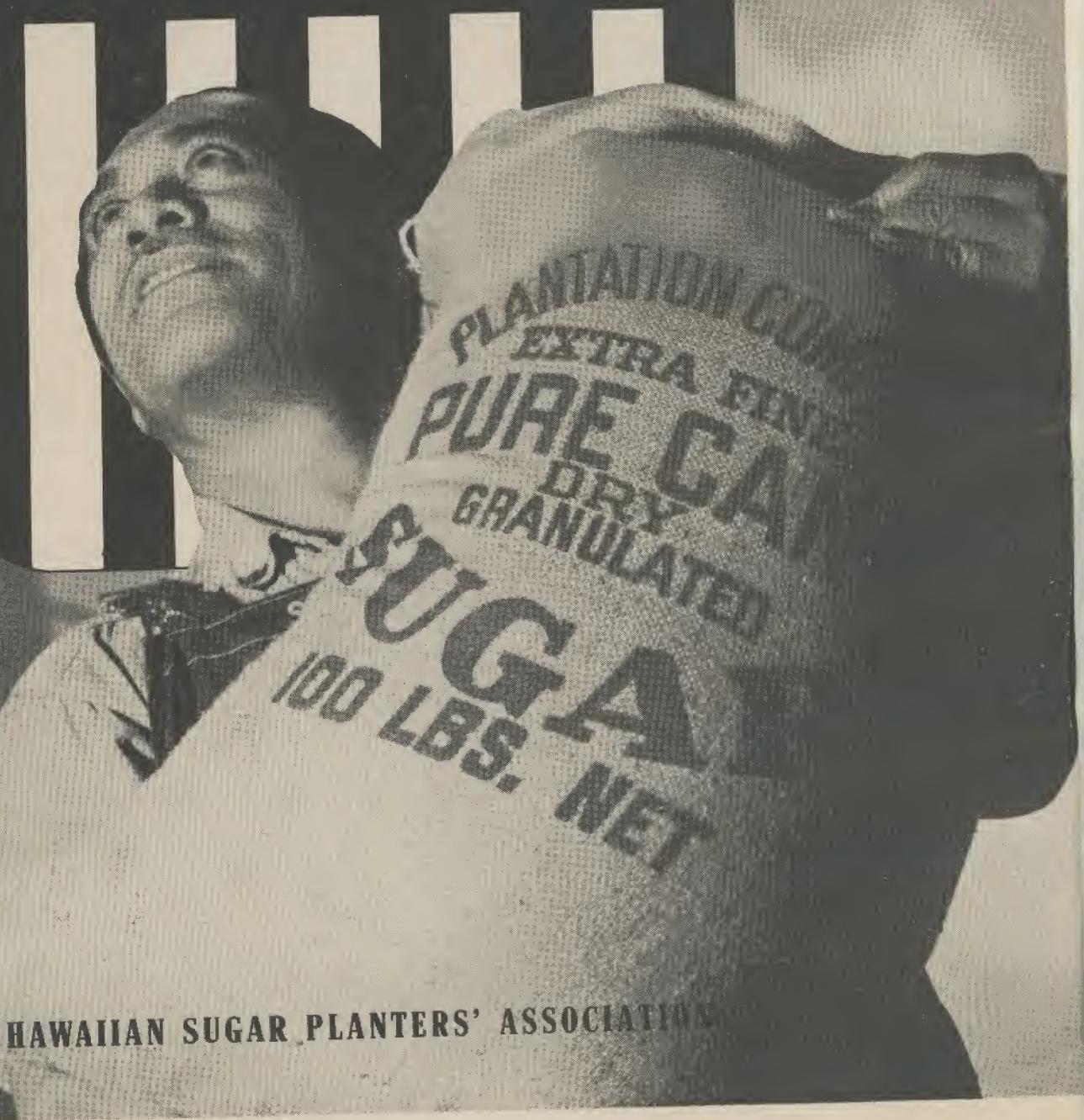


FUEL FOR VICTORY

Victory will depend on man-power and machine power — but food-power runs the men who build the machines and use them. Among the most energizing of all foodstuffs — steeling soldiers and civilians alike—is sugar.

Today Great Britain, for example, is dependent on the same sugar sources as we are. Therefore, sugar

rationing on the Mainland now is not merely a home precaution; it is a measure to protect the United Nations ... to conserve the power of the United Nations' war effort. Clearly seen now is the need for fostering U. S. sugar production *to the hilt*. For the men and machines employed by our sugar industries are backing the men at the front with an *essential* war product.



HAWAIIAN SUGAR PLANTERS' ASSOCIATION



TRADER VIC'S

TROPICAL DRINKS

AMIDST TRULY POLYNESIAN SURROUNDINGS

CANTONESE CHOW



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HONOLULU HAWAII